

## **AMENDMENT TO THE CLAIMS**

1. (Currently Amended) A method for receiving subscriber content-choice information, comprising:

collecting subscriber content-choice data from a plurality of service providers that merges clickstream data with content information to generate at least one event timeline that describes the content information and at least one subscriber's actions over a period of time along with ~~[[,]] each service provider collecting the subscriber content-choice data from their respective subscribers, each subscriber's content-choice data related to a subscriber's viewing preferences for content, and each subscriber's content-choice data describing an event record comprising a command of interest from the subscriber, a time associated with the command of interest, a type of a service provider that provides the content chosen by the subscriber, and a name of the service provider providing the subscriber's chosen content;~~

storing each service provider's ~~[[the]]~~ subscriber content-choice data in a clearinghouse database;

~~merging the event record with data describing the subscriber's chosen content to form an event timeline that describes the subscriber's content selections over a period of time;~~

receiving a request for a specific ~~[[the]]~~ subscriber content-choice data ~~[[,]] the request specifying the type of the service provider;~~

querying the clearinghouse database for the specific subscriber content-choice data ~~associated with the type of the service provider;~~ and

responding to the request with the event timeline associated with the specific subscriber content-choice data ~~and with the event timeline.~~

2. (Previously Presented) The method of claim 1, further comprising assigning a classification to the subscriber's content-choice data.

3. (Previously Presented) The method of claim 1, wherein the subscriber content-choice data comprises data relating to a television program received by the subscriber.
4. (Previously Presented) The method of claim 3, wherein the subscriber content-choice data comprises at least one of date information and time information related to the television program.
5. (Previously Presented) The method of claim 1, wherein the subscriber content-choice data further comprises data relating to the subscriber.
6. (Previously Presented) The method of claim 5, wherein the data relating to the subscriber comprises a subscriber identifier.
7. (Previously Presented) The method of claim 5, wherein the data relating to the subscriber comprises demographic data.
8. (Previously Presented) The method of claim 1, wherein the subscriber content-choice data further comprises data relating to a subscriber system.
9. (Previously Presented) The method of claim 1, wherein collecting the subscriber content-choice data comprises receiving an eXtensible Markup Language file having linear data describing the type of the service provider, the name of the service provider, and a location associated with the service provider.
10. (Previously Presented) The method of claim 1, wherein the subscriber content-choice data comprises data relating to an advertisement received by the subscriber.
11. (Previously Presented) The method of claim 1, wherein the subscriber content-choice data comprises data relating to a viewing pattern of the subscriber.

12. (Previously Presented) The method of claim 1, wherein receiving the request for the subscriber content-choice data comprises receiving an electronic request form that is standardized for all the service providers.
13. (Previously Presented) The method of claim 1, further comprising periodically requesting that the service providers send their respective subscriber content-choice data for storage in the database.
14. (Original) The method of claim 1, further comprising sorting the collected subscriber content-choice data.
15. (Currently Amended) A system for receiving and distributing content-choice information, comprising:

means for collecting subscriber content-choice data from a plurality of service providers that merges clickstream data with content information to generate at least one event timeline that describes the content information and at least one subscriber's actions over a period of time in a location ~~[[,]] each service provider collecting the subscriber content choice data from their respective subscribers, each subscriber's content choice data related to a subscriber's viewing preferences for content, and each subscriber's content choice data describing an event record comprising a command of interest from the subscriber, a time associated with the command of interest, a type of a service provider that provides the content chosen by the subscriber, and a name of the service provider providing the subscriber's chosen content;~~

means for storing each service provider's ~~[[the]]~~ subscriber content-choice data in a clearinghouse database;

~~means for merging the event record with data describing the subscriber's chosen content to form an event timeline that describes the subscriber's content selections over a period of time;~~

means for receiving a request for the subscriber content-choice data ~~[[,]]~~ that specifies the location request specifying the type of the service provider;

means for querying the clearinghouse database for the location ~~subscriber content-choice data associated with the type of the service provider;~~ and

means for responding to the request with the event timeline associated with the location ~~subscriber content-choice data and with the event timeline.~~

16. (Previously Presented) The system of claim 15, further comprising means for assigning a classification to the subscriber's content-choice data.
17. (Previously Presented) The system of claim 15, further comprising means for receiving data relating to television programs received by the subscriber.
18. (Previously Presented) The system of claim 15, further comprising means for receiving at least one of date information and time information related to a television program.
19. (Previously Presented) The system of claim 15, further comprising means for receiving data relating to the subscribers.
20. (Previously Presented) The system of claim 15, further comprising means for receiving a subscriber identifier.
21. (Previously Presented) The system of claim 15, further comprising means for receiving demographic data.
22. (Previously Presented) The system of claim 15, further comprising means for receiving data relating to a subscriber system.
23. (Previously Presented) The system of claim 15, further comprising means for receiving an eXtensible Markup Language file having linear data describing the type of the service

provider, the name of the service provider, and a location associated with the service provider.

24. (Previously Presented) The system of claim 15, further comprising means for receiving data relating to an advertisement received by the subscriber.
25. (Previously Presented) The system of claim 15, further comprising means for receiving data relating to the viewing patterns of the subscriber.
26. (Previously Presented) The system of claim 15, further comprising means for receiving an electronic request form that is standardized for all the service providers.
27. (Previously Presented) The system of claim 15, further comprising means for periodically requesting that the service provides send their respective subscriber content-choice data for storage in the database.
28. (Previously Presented) The system of claim 15, further comprising means for sorting the collected subscriber content-choice data.
29. (Cancel)
30. (Cancel)
31. (Previously Presented) The system of claim 15, further comprising means for selecting the subscriber content-choice data based on geographic location.
32. (Previously Presented) The system of claim 15, further comprising means for selecting the subscriber content-choice data based on subscriber classification data.

33. (Previously Presented) The system of claim 15, further comprising means for selecting the subscriber content-choice data based on data relating to television programs viewed by a plurality of subscribers.
34. (Previously Presented) The system of claim 15, further comprising means for selecting the subscriber content-choice data based on data relating to advertisements viewed by a plurality of subscribers.
35. (Previously Presented) The system of claim 15, further comprising means for selecting the subscriber content-choice data based on at least one of a viewing date and a geographic location.
36. (Currently Amended) A computer-readable medium ~~media~~ storing computer program code for performing a method, the method comprising:

collecting subscriber content-choice data from a plurality of service providers that merges clickstream data with content information to generate at least one event timeline that describes the content information and at least one subscriber's actions over a period of time along with ~~[[,]] each service provider collecting the subscriber content-choice data from their respective subscribers, each subscriber's content-choice data related to a subscriber's viewing preferences for content, and each subscriber's content-choice data describing an event record comprising a command of interest from the subscriber, a time associated with the command of interest, a type of a service provider that provides the content chosen by the at least one subscriber~~ ~~[[,]] and a name of the service provider providing the at least one subscriber's chosen content;~~

storing each service provider's ~~[[the]]~~ subscriber content-choice data in a clearinghouse database;

~~merging the event record with data describing the subscriber's chosen content to form an event timeline that describes the subscriber's content selections over a period of time;~~

receiving a request for the subscriber content-choice data ~~[[,]]~~ that specifies the request specifying the type of the service provider;

querying the clearinghouse database for the subscriber content-choice data associated with the type of the service provider; and

responding to the request with the event timeline associated with the type of the service provider ~~subscriber content-choice data and with the event timeline.~~

37. (Previously Presented) The computer-readable medium of claim 36, further comprising program code for receiving an eXtensible Markup Language file having linear data describing the type of the service provider, the name of the service provider, and a location associated with the service provider.

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